



DATE: May 30, 2018

TO: Yes UNP! Steering Committee

FROM: Pat McFerron
President
Cole Hargrave Snodgrass & Associates, Inc.

RE: Voter Opinion Toward UNP Development
Most recent Study of 300 Registered Voters conducted May 20-22, 2017
Initial Study of 300 Registered Voters conducted October 23 – 26, 2017
Margin of error: +/-5.6% for each study

KEY FACTS

- With only minimal education, a solid majority of Norman residents become supportive of creating a TIF district for the UNP development. In fact, majorities of voters in every ward, except Ward 4, become supportive.
- **When told that creating a TIF does not increase taxes on other Norman residents, 71% say they would either “definitely” (52%) or “probably” (19%) favor this package.** Only 18% say they would “definitely” oppose.
- **Benefits of the TIF centered on funding of city services are very appealing to voters**
 - Fully two-thirds (66%) of voters become inclined to support the TIF when told it will generate \$25 million annually for needs like the Senior Center and storm water infrastructure.
 - When told the new district will generate \$1.6 million a year for Norman Public schools, 66% say they would be supportive.
 - Finding out the increased hotel/motel revenue will generate \$124,000 a year for the Norman Arts Council, encourages 59% to support the TIF. An identical percentage supports when told the parks system would benefit from an additional \$124,000 a year.
- **Economic benefits attract similar numbers, but different parts of the electorate**
 - The creation of 1,750 direct jobs appeals to 67% of Norman’s voters
 - 60% support this package when told it will help keep young professionals in Norman
- **While initial support is under 50%, it has improved since October as voters have become more familiar with the project. We have seen a net change of 11-points.**
 - Support currently starts at 41% and opposition at 50%.
 - In October, only 36% were supportive while 56% opposed.
 - **Among those voters with a history of voting in municipal elections – a key leadership group, support starts at 45% with 44% opposed, but once that group is informed support grows to 63% with only 32% opposed.**
 - Similarly, municipal voters said a new multi-purpose arena was a good thing for Norman by a margin of 65% to 29%.

- **Consistent with both studies is a belief by Normanites that their community needs to grow**
 - Today, 65% say Norman needs to continually grow to improve our job environment and quality of life, up slightly from the 62% in October.
 - Only 28% do not want Norman to grow.

It is very clear from this study that misinformation as to the nature of a TIF still exists among some Norman voters. Once it is explained and the benefits discussed, voters move decisively toward supporting this proposal. Voters here show great receptivity to the messaging.

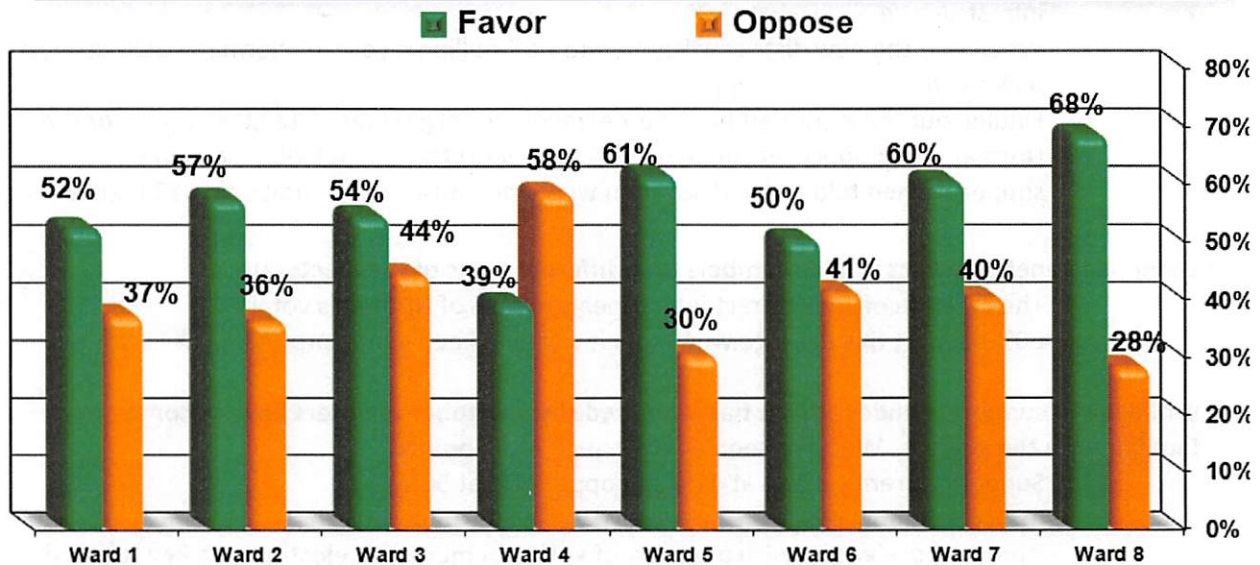
While all of the messages tested lead to solid majority support, there are some differences among key groups. Women and Democrats, for example, are more motivated by the funding of the Norman Arts Council than are men and Republicans, who tend to embrace the funding for parks at a higher level.

Furthermore, younger voters fully embrace the “entertainment district” aspect as well as the increased funding for schools. In contrast, those over the age of 65 show support when told it will not raise taxes and that it will help fund other city needs, further negating other pressures to raise taxes.

The key takeaways from this study are that Norman residents:

- 1) Want to keep growing
- 2) Support the revenue benefits a UNP TIF brings the city
- 3) Support the economic benefits a UNP TIF brings the community
- 4) Are open to being educated as to the benefits of a TIF

Support TIF District Informed – by Ward



Every part of the city, except Ward 4, becomes supportive after being educated on the issue.